

1. An advertising system comprising the steps of:
providing advertising space to a party for an advertisement;
charging an advertising cost for said advertising space; and
incrementally decreasing said advertising cost for each
5 incremental increase to said advertising space.

2. The advertising system of Claim 1 wherein said advertising
space comprises any tangible medium from which said advertisement
is placable and from which said advertisement can be perceived,
reproduced, or communicated either directly or with aid of a
10 machine or a device.

3. The advertising system of Claim 1 further comprises the step
of offering one or more discount amount to a consumer on an
asking price for a subject matter of said advertisement.

4. The advertising system of Claim 3 further comprises the steps
15 of said consumer selecting one or more of said one or more
discount amount and providing information about said consumer to
a requesting medium.

5. The advertising system of Claim 4 further comprises the steps
of said requesting medium conveying said information to said
20 party and providing to said consumer a certificate reflecting
said consumer's selection.

6. The advertising system of Claim 5 further comprises the steps of compiling a report to said party wherein said report comprises a value between said advertising cost and a frequency of certificates provided on each subject matter of said advertisement.

7. The advertising system of Claim 1 further comprises the step of receiving from said party a discount amount for a consumer to an asking price for a subject matter of said advertisement wherein a larger of said discount amount generates an increase in said advertising space and a decrease in said advertising cost.

8. The advertising system of Claim 7 wherein said discount amount ranges from between none to approximately 90% of said asking price.

9. The advertising system of Claim 8 wherein decreases to said advertising cost are between approximately none when said discount amount is none and up incrementally to 100% as said discount amount is incrementally increased.

10. The advertising system of Claim 8 wherein increases to said advertising space over a basic space amount are between none when said discount amount is none and up incrementally, as overall

space permits, as said discount amount is incrementally increased.

11. The advertising system of Claim 1 further comprises the steps of compiling a report to said party wherein said report
5 comprises a value between said advertising cost and a frequency of consumer requests for a discount to any asking price for any one subject matter of said advertisement.

12. An advertising system comprising the steps of:

providing advertising space to a party for an advertisement;
10 charging an advertising cost for said advertising space; and
receiving from said party one or more discount amount to an asking price for a subject matter of said advertisement and offering said one or more discount amount to a consumer, wherein each incrementally larger of said discount amount offered by said
15 party to said consumer generates an incremental increase in said advertising space and an incremental decrease in said advertising cost.

13. The advertising system of Claim 12 wherein said advertising space comprises any tangible medium from which said advertisement
20 is placable and from which said advertisement can be perceived, reproduced, or communicated either directly or with aid of a machine or a device.

14. The advertising system of Claim 12 wherein said discount amount ranges from between none to approximately 90% of said asking price.

15. The advertising system of Claim 14 wherein decreases to said advertising cost are between approximately none when said discount amount is none and up incrementally to 100% as said discount amount is incrementally increased.

16. The advertising system of Claim 14 wherein increases to said advertising space over a basic space amount are between none when said discount amount is none and up incrementally, as overall space permits, as said discount amount is incrementally increased.

17. The advertising system of Claim 12 further comprises the steps of a consumer selecting one or more of said one or more discount amount and providing information about said consumer to a requesting medium.

18. The advertising system of Claim 17 further comprises the steps of said requesting medium conveying said information to said party and providing to said consumer a certificate reflecting said consumer's selection.

19. The advertising system of Claim 18 further comprises the steps of compiling a report to said party wherein said report comprises a value between said advertising cost and a frequency of certificates provided on each subject matter of said advertisement.

5